

Rep Order# 9827060 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 59465

Printed: 10/02/2012 8:21 AM  
Last Received: 10/01/2012 6:31 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE 30S  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 1. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F	7A-8A	EARLY SHOW	:30	\$125.00	09/25-09/28	2	1	2	\$250.00	
		Sales Remark: V9 1X NA										
		V9 Comment Changed, Spots/week Changed										

LAAS 23,805  
123  
23,680

---REPORT TOTALS---

Report Totals: 2 / \$250.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$19,500.00 Oct 12: 5 / \$4,180.00  
Sales Totals: 30 / \$23,680.00  
Station Totals: 30 / \$23,680.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,245	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	47%
		WKRC	23%	WLWT	13%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

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Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9827060 Ver# 8 Status Returned  
EC'd Yes

Traffic Order# 59465

Printed: 09/27/2012 10:30 AM  
Last Received: 09/25/2012 9:28 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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--- REMARKS ---

pls see line 1  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F	7A-8A	EARLY SHOW	:30	\$125.00	09/25-09/28	3	1	3	\$375.00	
		Station Remark: V8 1x na 9/28 mg fri 9/28 8-9a ncir										

---REPORT TOTALS---

Report Totals: 3 / \$375.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$19,625.00 Oct 12: 5 / \$4,180.00  
Sales Totals: 31 / \$23,805.00  
Station Totals: 31 / \$23,805.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,785	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	47%
		WKRC	23%	WLWT	13%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

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Flight Dates 09/25/2012 - 10/01/2012  
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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, September 26, 2012 11:01 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 59465

**Station:** WKRC-TV

**Order Information:**

Order #: 59465  
Order Total: \$23,555.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE 30S  
Alternate Order #: 09827060  
Flight Dates: 09/25/12 - 10/01/12  
Demo: Adults 35+

**Sales Information:** Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (59465-1-5):  
Rate: \$125.00  
Air Date: Fri 09/28/12  
Eligible Days: --WThF----  
Inventory Code: CBS This Morning  
Inventory Description: CBS Morning News  
Inventory Code Time: 7:00 AM-8:00 AM  
Spot Type: NM  
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

*Th-FR 9/27-5/28 NM  
1x 8-9A*

# Spot Manager: Placed, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 59465												
Line: 1												
09/26/12	Wednesday	7:59:25 AM	:30	\$125.00	OHSB-T CBS This Morning	(7:00:00 AM-8:00:00 AM)	BROWN 4 SENATE 30S			P-3	2	MWASH
											1	
Line: 2												
10/01/12	Monday	7:42:13 AM	:30	\$190.00	OHSB-T CBS This Morning	(7:00:00 AM-8:00:00 AM)	BROWN 4 SENATE 30S			P-3	1	MWASH
											1	
Line: 3												
09/26/12	Wednesday	5:53:01 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE 30S			P-3	1	MWASH
09/26/12	Wednesday	5:23:01 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE 30S			P-3	2	MWASH
09/27/12	Thursday	5:54:01 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE 30S			P-3	3	MWASH
09/28/12	Friday	5:28:54 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE 30S			P-3	4	MWASH
											4	
Line: 4												
10/01/12	Monday	5:37:38 AM	:30	\$190.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE 30S			P-3	1	MWASH
											1	
Line: 5												
09/26/12	Wednesday	5:14:42 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE 30S			P-2	1	MWASH
09/27/12	Thursday	5:58:05 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE 30S			P-2	2	MWASH
09/28/12	Friday	5:09:15 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE 30S			P-2	3	MWASH
											3	
Line: 6												
10/01/12	Monday	5:24:14 PM	:30	\$1,200.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE 30S			P-2	1	MWASH
											1	
Line: 7												
09/26/12	Wednesday	7:40:27 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE 30S			P-2	1	MWASH
09/27/12	Thursday	7:44:57 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE 30S			P-2	2	MWASH
09/27/12	Thursday	7:54:35 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE 30S			P-2	3	MWASH
09/28/12	Friday	7:39:53 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE 30S			P-2	4	MWASH
											4	
Line: 8												
10/01/12	Monday	7:55:08 PM	:30	\$1,500.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE 30S			P-2	1	MWASH
											1	
Line: 9												
09/26/12	Wednesday	11:29:43 PM	:30	\$1,800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE 30S			P-2	1	MWASH
09/26/12	Wednesday	11:22:18 PM	:30	\$1,800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE 30S			P-2	2	MWASH
09/27/12	Thursday	11:25:57 PM	:30	\$1,800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE 30S			P-2	3	MWASH
09/28/12	Friday	11:33:30 PM	:30	\$1,800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE 30S			P-2	4	MWASH
09/29/12	Saturday	11:20:17 PM	:30	\$1,800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE 30S			P-2	5	MWASH
09/30/12	Sunday	11:12:35 PM	:30	\$1,800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE 30S			P-2	6	MWASH

[Filtered by: ] [Sorted by: Station]



# Spot Manager: Placed, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 59465												
Line: 9												
				\$10,800.00							6	
Line: 10												
10/01/12	Monday	1:26:55 PM	:30	\$1,100.00	OHSB-TV	11p M-F Local 12 News	11:00 PM-11:35 PM	BROWN 4 SENATE 30S		P-3	1	MWASH-
				\$1,100.00							1	
Line: 11												
09/29/12	Saturday	7:57:55 AM	:30	\$350.00	OHSB-TV	CBS This Morning Saturday	8:00:00 AM-9:00:00 AM	BROWN 4 SENATE 30S		P-2	1	MWASH-
				\$350.00							1	
Line: 12												
09/29/12	Saturday	9:29:25 AM	:30	\$350.00	OHSB-TV	CBS This Morning Saturday	9:00:00 AM-10:00:00 AM	BROWN 4 SENATE 30S		P-2	1	MWASH-
				\$350.00							1	
Line: 13												
09/30/12	Sunday	9:29:27 AM	:30	\$450.00	OHSB-TV	CBS Sun Morning	10:00:00 AM-10:30:00 AM	BROWN 4 SENATE 30S		P-2	1	MWASH-
				\$450.00							1	
Line: 14												
09/30/12	Sunday	9:33:15 AM	:30	\$450.00	OHSB-TV	CBS Sun Morning	9:30:00 AM-10:00:00 AM	BROWN 4 SENATE 30S		P-2	1	MWASH-
				\$450.00							1	
Line: 15												
09/27/12	Thursday	3:40:33 AM	:30	\$125.00	OHSB-TV	CBS This Morning	8:00:00 AM-9:00:00 AM	BROWN 4 SENATE 30S		P-3	2	MWASH-
09/28/12	Friday	3:24:01 AM	:30	\$125.00	OHSB-TV	CBS This Morning	8:00:00 AM-9:00:00 AM	BROWN 4 SENATE 30S		P-3	1	MWASH-
				\$250.00							2	
				\$23,555.00							29	
				\$23,555.00							29	
				\$23,555.00							29	
				\$23,555.00							29	
				\$23,555.00							29	
				\$23,555.00							29	

[Filtered by: ] [Sorted by: Station]